

CHANNEL DIRECTOR FOR CROSS-CHANNEL CUSTOMER INTERACTIONS

ABSTRACT OF THE DISCLOSURE

5 Methods and an apparatus are provided for directing and managing cross-channel interactions with a customer. A customer makes multiple contacts with a business over first and second channels. These contacts are electronically represented as first and second interactions which are recorded in a single dialogue. The dialogue is evaluated so as to modify at

10 least one of the interactions or channels. Further, a business service provider is connected to an interaction based upon the subject matter of the interaction and the channel over which the interaction is occurring. A service provider's actions with a customer are validated based upon such things as business policy, customer profile, customer privacy, channels, the

15 skill set of the service provider, and the subject matter of the interactions. A service provider may also extract from a customer profile database a customer with whom an interaction is established.

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